

PRACTICAL INFORMATION



Reuse of packaging: a global, pragmatic and well-considered process

The French Packaging Council encourages its members to consider the opportunity of implementing a solution for the reuse of primary packaging inspired from the best practices of the channels already existing for industrial and commercial packaging.

12.3 million tons

of packaging entered the market in 2012, **7.5 million** of which were non-household packaging⁽¹⁾

250 to 300 million

pallets. With a 5 to 10-year life span⁽²⁾

20,000 tons

of plastic kegs and intermediate bulk containers re-enter the market every year⁽³⁾

3 million

of steel beer kegs. With a 15-year life span⁽⁴⁾

(1) ADEME / (2) Industrial, commercial and household packaging-Data 2012 France-ADEME / (3) ELIPSO / (4) Fédération Nationale des Boissons



FIGURES

- ▶ Identify and make the most of the **key factors of the progress** made in industrial and commercial packaging.
- ▶ Make the most of the **tests made on a voluntary basis** that have been recommended in the framework of the French law on energy transition.
- ▶ Support the process thanks to **LCA studies** on the general return system, in comparison with a system of material collection-recycling, and on the economic, environmental and social benefits of the reuse of packaging.
- ▶ Carry out user studies in order to **ensure that they comply** with a plan that requires them to return packaging.



RECOMMENDATIONS

Driven by environmental concerns, a significant number of consumers believe that there should be a **decrease in the use of packaging and advocate a return to reuse**.

Such expectations should be addressed with **pragmatism** by making sure:

- ▶ That it is **technically possible** to implement reuse practices
- ▶ That it is proven that reuse has economic, **environmental and social benefits**
- ▶ That consumers are **ready to participate** in this new process



STAKES

Regulations:

- ▶ French Environmental Code: articles R 543-66 and 67; L-541-10 and L-541-2-1; R543-257
- ▶ Law No.89-421 of June 23, 1989 on the information and protection of consumers and on certain trade practices
- ▶ Decree No.90-264 of March 23, 1990 on packaging registration in the liquid-food industry
- ▶ Order of August 1, 2001 which sets the registration rates of packaging in the beverage industry
- ▶ Order of June 20, 1990 which lists the member organizations of the registration commission.

Reference documents and best practice guides:

- ▶ Bulk selling: practices and prospects (French)-ADEME 2012
- ▶ Report on the economic and environmental impact of a deposit system for beverage packaging and the recycling of plastic packaging-ADEME 2008.



REFERENCES

The 4 key factors to make reuse successful:



Package design

Specifically designed to optimize reuse:

- ▶ Be sturdy enough to ensure good resistance to the rotations for reuse. Examples: brewery kegs, IBC, returnable beer bottles, wooden pallets, plastic cases, etc.;
- ▶ Make the systems of return for reuse easier (standardization, compactness, easier cleaning, etc.);
- ▶ Design transport packaging that will track packaged products from the dispatch as well as empty packages meant for reuse: multiple-travel packaging, packaging for out-of-home consumption.



Logistics and territories

An adapted and dedicated ecosystem:

- ▶ Ensure that empty storage places and packaging spaces are bigger than the expected packaging needs so as to respond to the seasonal evolution of the products (e.g. beverages);
- ▶ Involve stakeholders in an efficient logistics system with a territorial grid as close as possible to the consumption places. Examples: gas bottles, the out-of-home beverage industry;
- ▶ Include the notion of lost or created jobs in the global assessment of a deposit/reuse system.



Economic, social and environmental costs

Costs assessed all along the value chain:

- ▶ Include a regulated cost, for some packages, of the registration that enables their return ;
- ▶ Assess the full cost of the implementation of a system of appropriate collection and logistics;
- ▶ Carry out a complete life-cycle assessment comparing the system based on reusable packaging and the system based on single-use packaging returned and recycled into a new packaging;
- ▶ Include the necessary investments/financial assets for the reuse of packaging (dedicated storage spaces, packaging parks).



Uses and services

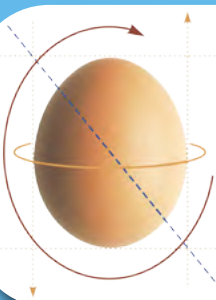
A reliable and monitored system:

- ▶ In order to ensure, on the one hand, the perfect traceability of the packages, especially with regard to their end-of-life phase and, on the other hand, the full health security of the packaged product;
- ▶ Invest in the cleaning and quality check of returned packaging.



The full document is available in French on the CNE website:

<http://www.conseil-emballage.org/wp-content/uploads/2016/05/Packaging-and-deposit-systems-Overview-of-reuse-systems.pdf>



Since 1997, the French Packaging Council has drawn together all the stakeholders of the packaging chain. Its purpose is to develop and disseminate the best practices with regard to the design, use and marketing of product packaging.

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